



ALAS
ASSOCIATION OF LATINO ADMINISTRATORS AND SUPERINTENDENTS



2016 SPONSORSHIP OPPORTUNITIES

The 13th Annual ALAS Education Summit

Sheraton Philadelphia Downtown
Philadelphia, Pennsylvania

October 12 - 15, 2016

For more information about sponsorship opportunities - Contact Veronica Rivera at vrivera@alasedu.org

ABOUT ALAS

The Association of Latino Administrators and Superintendents (ALAS) is an educational professional association advocating for Latino youth through professional development, interaction and networking among administrators in school districts nationwide that serve Hispanic students. ALAS was formed in 2003 in response to the lack of national advocacy and representation by the existing mainstream professional associations. It is this void that ALAS seeks to fill with a determined effort to improve the educational success of Hispanic youth and career opportunities for Hispanic administrators. The ALAS mission is to provide leadership at the national level that assures every school in America effectively serves the educational needs of all students, with an emphasis on Latino youth, by building capacity, promoting best practices and transforming educational institutions.

THE ALAS BOARD

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Veronica Rivera, Esq.
Washington, D.C.

ABOUT ALAS MEMBERS

ALAS currently has over 6,000 members and membership continues to grow exponentially.

Currently, ALAS has a membership affiliate in twelve (12) states leading the charge and influencing educational policy and decisions, with a couple of Eastern states coming online later this year.

Membership Affiliates include:

Arizona – Arizona Hispanic School Administrators Association

California – California Association of Latino Superintendents and Administrators

Colorado – Colorado Association of Latino/a Administrators and Superintendents

Florida – South Florida Association of Latino Administrators and Superintendents

Georgia – Georgia Association of Latino Administrators and Superintendents

Illinois – Illinois Association of Latino Administrators and Superintendents

New Mexico – ALAS de Nuevo México

New York – New York State Association of Latino Administrators and Superintendents

Oregon – Oregon Association of Latino Administrators

Pennsylvania – Pennsylvania Association of Hispanic School Administrators

Texas – Texas Association of Latino Administrators and Superintendents

Utah – Association of Latino Administrators and Superintendents-Utah

ALAS SUMMIT ATTENDEES

ALAS will be hosting more than 300 attendees at its 13th Annual Education Summit at the Sheraton Philadelphia Downtown in Philadelphia, Pennsylvania on October 12-15, 2016. Attendees represent educational administrators and leaders from all over the country. Represented at the last summit were:

Superintendents: 10%

Central Office: 49%

Principals: 20%

School Board Members: 4%

Other: 17%

This conference is an ideal place to network with educators from across the nation - representing more than 26 states and the District of Columbia.

The Summit is a valuable opportunity for you to connect with educational leaders and decision-makers, showcase your products and services, emphasize your corporate messaging, and ensure your company's profitability.

SUMMIT SPONSORSHIPS

IMPORTANT DEADLINES AND DATES

August 19: Participate in Sponsorship conference call at 3 p.m. EST

August 26: Provide the moderator name(s) and topics for Roundtable Education session (depending on sponsorship level)

August 26: Submit the facilitator name(s) and topic for focus groups and/or marketing session (depending on sponsorship level)

August 26: Provide the moderator name(s) and topics for Roundtable Marketing session and/or Roundtable Education session (depending on sponsorship level)

August 26: Provide name of Raffle Donation Item – minimum value \$100

August 31: Last day to submit ad or 50-word write-up for program guide (depending on sponsorship level)

August 31: Last day to submit corporate logo for program guide (depending on sponsorship level)

September 2: Last day to submit breakout session content for the Summit program (depending on sponsorship level)

September 12: Last day to reserve hotel rooms at discount Summit rate of \$189/night

September 15: Turn in names of representatives speaking at events and general sessions, 3 minute limit (depending on sponsorship level)

September 16: Participate in Sponsorship conference call at 3 p.m. EST

October 7: Last day to register online using sponsor registration code (registration available on-site after online deadline expires)

October 9: Last day to have shipped materials delivered to hotel for conference registrant bags

October 12: Last day to have shipped materials delivered to hotel for Table Top sessions

October 12: Set up Table Top sessions – noon to 4 p.m.

October 13: Break down Table Top sessions – 7:30 to 9:00 p.m.

HOTEL INFORMATION

Sheraton Philadelphia Downtown

201 North 17th Street
Philadelphia, PA 19103
Phone: (215) 448-2000

HOTEL RESERVATIONS

Discounted Rate of \$189.00 + tax
(available until September 12, 2016)

Reservations Toll Free: 1-888-627-8178
Link to reservations: www.starwoodmeeting.com/Book/2016ALASsummit

TRANSPORTATION

This hotel does not provide shuttle service.

Philadelphia International Airport (PHL)

Train service: \$7.00 one-way

Alternate transportation: \$20 one-way (Uber)

Estimated taxi fare: \$35.00 one-way

REGISTRATION FEES

EDUCATION INSTITUTIONS: K-12, POST-SECONDARY OR ASSOCIATIONS

Category	Early Bird Registration Deadline 8/31/2016	Regular Registration Begins 9/1/2016	Onsite Registration
Member	\$450	\$495	\$595
Non-Members	\$550	\$595	\$695
Districts - 10% discount on member price with 5 or more	\$405 with 10% discount	\$445 with 10% discount	\$545 with 10% discount
Retired Administrators	\$440	\$440	\$540
Graduate Students	\$325	\$325	\$425
State Affiliate Members - single	\$440	\$440	\$540
State Affiliates – 10% discount on member price with 5 or more	\$405 with 10% discount	\$445 with 10% discount	\$545 with 10% discount
Presenters	\$450	\$450	\$550
Additional Guest for Award Banquet	\$75	\$75	\$75

SPONSORS

Category	Early Bird Registration Deadline 8/31/2016	Regular Registration Begins 9/1/2016	Onsite Registration
Corporate Sponsor attendee additional registrations	\$500	\$500	\$650
Corporate Non Sponsor attendee registrations	\$1,000	\$1,500	\$1,600

EXECUTIVE SPONSORSHIP LEVELS

PLATINUM \$80,000

ACCESS

- Eight (8) Summit registrations for sponsor representatives
- Host a private dinner with selected ALAS board members or SLA participants (Wednesday or Thursday evening)
- Private Cocktail Reception with ALAS Board, ALAS SLA participants and select Superintendents
- Facilitate one, ninety minute focus group with selected educational decision-makers to review and provide guidance about research and development of your products/services
- Conduct a 30-minute, pre-conference small group marketing session on your product or services with (4) selected ALAS educational decision makers
- Facilitate a 30-minute Roundtable Marketing discussion (same topic repeated 3 times) at the Thursday session with ALAS educational decision-makers on a topic you select for an interactive conversation on the use of your products/services
- Reserved Seating – reserved corporate table during Awards Banquet
- Serve on the ALAS Blue Ribbon Council (two meetings per year, two representatives)
- Reserved table of ten (10) at lunch on Thursday to sit, eat, meet and talk about what your company does with four (4) ALAS educational decision makers assigned to your table
- Receive preliminary Summit attendee list & ALAS Education Summit Directory
- Attend Partner workshop with ALAS Superintendents (4 attendees)

VISIBILITY

- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Highlight of your corporate event or webinar on the ALAS website, newsletter and bi-weekly update
- Conduct, with partner school district, a breakout session regarding instructional best practices aligned with Summit theme
- Arrange a Roundtable Education Topic Discussion – facilitated by you or a school district representative at the superintendent/principal level

BRAND AWARENESS

- Corporate logo on front cover of ALAS Education Summit Program Guide
- Corporate logo on ALAS Education Summit Welcome Banner
- Corporate Membership in ALAS (July 1, 2016 - June 30, 2017). Membership highlights: a message or advertisement sent to ALAS membership through a bi-weekly update (content to be approved by ALAS), an article in the Wings of Change newsletter, receive bi-weekly updates, and ALAS event notifications
- Full-page advertisement in ALAS Education Summit Program Guide
- Company marketing materials included in ALAS Education Summit Registrant Bag

RECOGNITION

- Time to welcome ALAS Summit attendees by a single representative for a maximum of three (3) minutes at either the Opening Session, Second General Session or Awards Banquet
- Sponsor recognition with corporate logo in ALAS Education Summit Program Guide and displayed at general sessions
- Company logo on the ALAS website and ALAS App linked back to your website

EXECUTIVE SPONSORSHIP LEVELS

GOLD \$50,000

ACCESS

- Six (6) Summit registrations for sponsor representatives
- Facilitate one, ninety minute focus group with selected educational decision-makers to review and provide guidance about research and development of your products/services
- Conduct a 30-minute, pre-conference small group marketing session on your product or services with (4) selected ALAS educational decision makers
- Facilitate a 30-minute Roundtable Marketing discussion (same topic repeated 3 times) at the Thursday session with ALAS educational decision-makers on a topic you select for an interactive conversation on the use of your products/services
- Reserved Seating – reserved corporate table during Awards Banquet
- Serve on the ALAS Blue Ribbon Council (two meetings per year, two representatives)
- Receive preliminary Summit attendee list & ALAS Education Summit Directory
- Attend Partner workshop with ALAS Superintendents (3 attendees)

VISIBILITY

- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Highlight of your corporate event or webinar on the ALAS website, newsletter and bi-weekly update
- Conduct, with partner school district, a breakout session regarding instructional best practices aligned with Summit theme
- Arrange a Roundtable Education Topic Discussion – facilitated by you or a school district representative at the superintendent/principal level

BRAND AWARENESS

- Corporate logo on front cover of ALAS Education Summit Program Guide
- Corporate Membership in ALAS (July 1, 2016 - June 30, 2017). Membership highlights: a message or advertisement sent to ALAS membership through a bi-weekly update (content to be approved by ALAS), an article in the Wings of Change newsletter, receive bi-weekly updates, and ALAS event notifications
- Full-page advertisement in ALAS Education Summit Program Guide
- Company marketing materials included in ALAS Education Summit Registrant Bag

RECOGNITION

- Time to welcome ALAS Summit attendees by a single representative for a maximum of two (2) minutes during one of the general sessions or Awards Banquet
- Sponsor recognition with corporate logo in ALAS Education Summit Program Guide and displayed at general sessions
- Company logo on the ALAS website and ALAS App linked back to your website

EXECUTIVE SPONSORSHIP LEVELS

SILVER \$30,000

ACCESS

- Five (5) Summit registrations for sponsor representatives
- Facilitate one, one hour focus group with selected educational decision-makers to review and provide guidance about research and development of your products/services
- Facilitate a 30-minute Roundtable Marketing discussion (same topic repeated 3 times) at the Thursday session with ALAS educational decision-makers on a topic you select for an interactive conversation on the use of your products/services
- Receive preliminary Summit attendee list & ALAS Education Summit Directory
- Attend Partner workshop with ALAS Superintendents (3 attendees)

VISIBILITY

- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Highlight of your corporate event or webinar on the ALAS website, newsletter and bi-weekly update
- Arrange a Roundtable Education Topic Discussion – facilitated by you or a school district representative at the superintendent/principal level

BRAND AWARENESS

- Corporate Membership in ALAS (July 1, 2016 - June 30, 2017). Membership highlights: a message or advertisement sent to ALAS membership through a bi-weekly update (content to be approved by ALAS), an article in the Wings of Change newsletter, receive bi-weekly updates, and ALAS event notifications
- Half-page advertisement in ALAS Education Summit Program Guide
- Company marketing materials included in ALAS Education Summit Registrant Bag

RECOGNITION

- Time to welcome ALAS Summit attendees by a single representative for a maximum of two (2) minutes during one of the general sessions
- Sponsor recognition with corporate logo in ALAS Education Summit Program Guide and displayed at general sessions
- Company logo on the ALAS website and ALAS App linked back to your website

EXECUTIVE SPONSORSHIP LEVELS

BRONZE \$17,500

ACCESS

- Four (4) Summit registrations for sponsor representatives
- Facilitate one, one hour focus group with selected educational decision-makers to review and provide guidance about research and development of your products/services
- Facilitate a 30-minute Roundtable Marketing discussion (same topic repeated 3 times) at the Thursday session with ALAS educational decision-makers on a topic you select for an interactive conversation on the use of your products/services
- Receive preliminary Summit attendee list & ALAS Education Summit Directory
- Attend Partner workshop with ALAS Superintendents (3 attendees)

VISIBILITY

- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)

BRAND AWARENESS

- Corporate Membership in ALAS (July 1, 2016 - June 30, 2017). Membership highlights: a message or advertisement sent to ALAS membership through a bi-weekly update (content to be approved by ALAS), an article in the Wings of Change newsletter, receive bi-weekly updates, and ALAS event notifications
- Quarter-page advertisement in ALAS Education Summit Program Guide
- Company marketing materials included in ALAS Education Summit Registrant Bag

RECOGNITION

- Sponsor recognition with corporate logo in ALAS Education Summit Program Guide and displayed at general sessions
- Company logo on the ALAS website and ALAS App linked back to your website

PREMIER MARKETING OPPORTUNITIES

STATE AFFILIATE WELCOME RECEPTION

\$12,500
(EXCLUSIVE)

- Three (3) Summit registrations for sponsor representatives
- Time to welcome ALAS Summit attendees by a single representative for a maximum of two (2) minutes during the event
- Facilitate a 30-minute Roundtable Marketing discussion (same topic repeated 3 times) at the Thursday session with ALAS educational decision-makers on a topic you select for an interactive conversation on the use of your products/services
- Corporate Membership in ALAS (July 1, 2016 - June 30, 2017). Membership highlights: a message or advertisement sent to ALAS membership through a bi-weekly update (content to be approved by ALAS), an article in the Wings of Change newsletter, receive bi-weekly updates, and ALAS event notifications
- Reception sponsor recognition with corporate logo in ALAS Education Summit Program Guide and displayed at general sessions
- Company logo on the ALAS website and ALAS App linked back to your website
- Signage at reception
- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Receive preliminary Summit attendee list & ALAS Education Summit Directory
- Quarter-page advertisement in ALAS Education Summit Program Guide
- Company marketing materials for ALAS Education Summit Registrant Bags
- Attend Partner workshop with ALAS Superintendents (2 attendees)

FIESTA RECEPTION

\$12,500
(EXCLUSIVE)

- Three (3) Summit registrations for sponsor representatives
- Time to welcome ALAS Summit attendees by a single representative for a maximum of two (2) minutes during the event
- Facilitate a 30-minute Roundtable Marketing discussion (same topic repeated 3 times) at the Thursday session with ALAS educational decision-makers on a topic you select for an interactive conversation on the use of your products/services
- Corporate Membership in ALAS (July 1, 2016 - June 30, 2017). Membership highlights: a message or advertisement sent to ALAS membership through a bi-weekly update (content to be approved by ALAS), an article in the Wings of Change newsletter, receive bi-weekly updates, and ALAS event notifications
- Reception sponsor recognition with corporate logo in ALAS Education Summit Program Guide and displayed at general sessions
- Company logo on the ALAS website and ALAS App linked back to your website
- Signage at reception
- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Receive preliminary Summit attendee list & ALAS Education Summit Directory
- Quarter-page advertisement in ALAS Education Summit Program Guide
- Company marketing materials for ALAS Education Summit Registrant Bags
- Attend Partner workshop with ALAS Superintendents (2 attendees)

PREMIER MARKETING OPPORTUNITIES

LIFETIME ACHIEVEMENT AWARD LUNCH SPONSOR \$15,000 (EXCLUSIVE)

- Three (3) Summit registrations for sponsor representatives
- Time to welcome ALAS Summit attendees by a single representative for a maximum of two (2) minutes during the luncheon
- Facilitate a 30-minute Roundtable Marketing discussion (same topic repeated 3 times) at the Thursday session with ALAS educational decision-makers on a topic you select for an interactive conversation on the use of your products/services
- Reserved table of ten (10) at lunch on Thursday to sit, eat, meet and talk about what your company does with four (4) ALAS educational decision makers assigned to your table
- Corporate Membership in ALAS (July 1, 2016 - June 30, 2017). Membership highlights: a message or advertisement sent to ALAS membership through a bi-weekly update (content to be approved by ALAS), an article in the Wings of Change newsletter, receive bi-weekly updates, and ALAS event notifications
- Reception sponsor recognition with corporate logo in ALAS Education Summit Program Guide and displayed at general sessions
- Company logo on the ALAS website and ALAS App linked back to your website
- Signage at luncheon
- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Receive preliminary Summit attendee list & ALAS Education Summit Directory
- Quarter-page advertisement in ALAS Education Summit Program Guide
- Company marketing materials for ALAS Education Summit Registrant Bags
- Attend Partner workshop with ALAS Superintendents (3 attendees)

GENERAL SESSION LUNCH SPONSOR \$15,000 (EXCLUSIVE)

- Three (3) Summit registrations for sponsor representatives
- Time to welcome ALAS Summit attendees by a single representative for a maximum of two (2) minutes during the luncheon
- Facilitate a 30-minute Roundtable Marketing discussion (same topic repeated 3 times) at the Thursday session with ALAS educational decision-makers on a topic you select for an interactive conversation on the use of your products/services
- Reserved table of ten (10) at lunch on Thursday to sit, eat, meet and talk about what your company does with four (4) ALAS educational decision makers assigned to your table
- Corporate Membership in ALAS (July 1, 2016 - June 30, 2017). Membership highlights: a message or advertisement sent to ALAS membership through a bi-weekly update (content to be approved by ALAS), an article in the Wings of Change newsletter, receive bi-weekly updates, and ALAS event notifications
- Reception sponsor recognition with corporate logo in ALAS Education Summit Program Guide and displayed at general sessions
- Company logo on the ALAS website and ALAS App linked back to your website
- Signage at luncheon
- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Receive preliminary Summit attendee list & ALAS Education Summit Directory
- Quarter-page advertisement in ALAS Education Summit Program Guide
- Company marketing materials for ALAS Education Summit Registrant Bags
- Attend Partner workshop with ALAS Superintendents (3 attendees)

PREMIER MARKETING OPPORTUNITIES

PLATED BREAKFAST SPONSOR \$10,000 (EXCLUSIVE)

- Two (2) Summit registrations for sponsor representatives
- Time to welcome ALAS Summit attendees by a single representative for a maximum of two (2) minutes during the general session immediately following the breakfast
- Breakfast sponsor recognition in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- Signage at breakfast
- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Receive ALAS Education Summit Directory
- 50-word write-up in ALAS Education Summit Program Guide
- Company marketing materials for ALAS Education Summit Registrant Bags
- Attend Partner workshop with ALAS Superintendents (2 attendees)

CONTINENTAL BREAKFAST SPONSOR \$8,000 (EXCLUSIVE)

- Two (2) Summit registrations for sponsor representatives
- Time to welcome ALAS Summit attendees by a single representative for a maximum of two (2) minutes during the breakfast
- Breakfast sponsor recognition in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- Signage at breakfast
- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Receive preliminary Summit attendee list & ALAS Education Summit Directory
- 50-word write-up in ALAS Education Summit Program Guide
- Company marketing materials for ALAS Education Summit Registrant Bags
- Attend Partner workshop with ALAS Superintendents (2 attendees)

PREMIER MARKETING OPPORTUNITIES

STATE AFFILIATES BREAKFAST SPONSOR \$7,500 (EXCLUSIVE)

- Two (2) Summit registrations for sponsor representatives
- Time to welcome ALAS Summit attendees by a single representative for a maximum of two (2) minutes during the breakfast
- Breakfast sponsor recognition in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- Signage at breakfast
- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Receive preliminary Summit attendee list & ALAS Education Summit Directory
- 50-word write-up in ALAS Education Summit Program Guide
- Company marketing materials for ALAS Education Summit Registrant Bags
- Attend Partner workshop with ALAS Superintendents (2 attendees)

BREAK SPONSOR \$5,000

- Two (2) Summit registrations for sponsor representatives
- Break sponsor recognition in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- Recognition of break sponsor by session moderator
- Signage at break
- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Company marketing materials for ALAS Education Summit Registrant Bags
- Receive ALAS Education Summit Directory

FOCUS GROUPS \$10,000

- Two (2) Summit registrations for sponsor representatives
- Facilitate one, one hour focus group with selected educational decision-makers to review and provide guidance about research and development of your products/ services
- Focus group sponsor recognition in ALAS Education Summit Program Guide
- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- 50-word write-up in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- Receive preliminary Summit attendee list & ALAS Education Summit Directory
- Company marketing materials for ALAS Education Summit Registrant Bags
- Attend Partner workshop with ALAS Superintendents (2 attendees)

PREMIER MARKETING OPPORTUNITIES

PRE- CONFERENCE SMALL GROUP MARKETING SESSION \$6,000

- Two (2) Summit registrations for sponsor representatives
- Conduct a 30-minute, pre-conference marketing session on your product or service with four (4) selected ALAS educational decision makers
- Pre-conference sessions sponsor recognition in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- 50-word write-up in ALAS Education Summit Program Guide
- Attend Partner workshop with ALAS Superintendents (2 attendees)
- Receive ALAS Education Summit Directory

ROUNDTABLE MARKETING DISCUSSION SESSION \$6,000

- Two (2) Summit registrations for sponsor representatives
- Facilitate a 30-minute Roundtable Marketing discussion (same topic repeated 3 times) at the Thursday session with ALAS educational decision-makers on a topic you select for an interactive conversation on the use of your products/services
- Roundtable Marketing discussion session sponsor recognition in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- 50-word write-up in ALAS Education Summit Program Guide
- Attend Partner workshop with ALAS Superintendents (2 attendees)
- Receive ALAS Education Summit Directory

TABLE TOP \$3,500

- Two (2) Summit registrations for sponsor representatives
- Market your organization and network with attendees during the ALAS Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Company logo on the ALAS website and ALAS App linked back to your website
- Receive ALAS Education Summit Directory

BUSINESS SPONSOR \$2,500

- One (1) Summit registration for sponsor representative
- 50-word write-up in ALAS Education Summit Program Guide
- Company marketing materials for ALAS Education Summit Registrant Bags
- Company logo on the ALAS website and ALAS App linked back to your website
- Receive ALAS Education Summit Directory

PREMIER MARKETING OPPORTUNITIES

EDUCATION SUMMIT BRAND AWARENESS OPPORTUNITIES

Includes two (2) Summit registrations for sponsor representatives, Table Top Session, Company logo on the ALAS website, ALAS App linked back to your website and attendance at Partner workshop with ALAS Superintendents (2 attendees)

- ALAS Education Summit Registrant bags - \$7,000
- Name badge lanyards - \$6,000
- Summit Cyber Café Computers - \$10,000 (in-kind donations considered)
- Conference Program Printing - \$10,000 (includes full-page ad in ALAS Education Program Guide)

ADDITIONAL PROMOTIONAL BENEFITS

Note: does not include a Summit registration.

- Preliminary Summit Attendee List - \$2,500
- 50-word write-up in ALAS Education Summit Program Guide - \$1,000
- Quarter-page advertisement in ALAS Education Summit Program Guide - \$1,500
- Half-page advertisement in ALAS Education Summit Program Guide - \$2,500
- Full-page advertisement in ALAS Education Summit Program Guide - \$3,000
- Attend Partner workshop with ALAS Superintendents (2 attendees) - \$1,000
- Company marketing materials for ALAS Education Summit Registrant Bags - \$500

YEAR-LONG ALAS BRAND AWARENESS OPPORTUNITIES

- Corporate Membership in ALAS - \$2,500 (July 1, 2016 - June 30, 2017). Membership highlights: a message or advertisement sent to ALAS membership through a bi-weekly update (content to be approved by ALAS), an article in the Wings of Change newsletter, receive bi-weekly updates, and ALAS event notifications
- Serve on the ALAS Blue Ribbon Council (two meetings per year, two representatives) - \$10,000
- Article in ALAS Newsletter - \$1,500
- Ad in ALAS Newsletter - \$1,000
- Corporate logo on the ALAS website with link to Corporate website - \$1,000 (one year – from July 1, 2016 through June 30, 2017)
- Email blast to ALAS membership through bi-weekly update - \$500
- Highlight your corporate event or webinar on the ALAS newsletter or bi-weekly update - \$1,000

All in-kind requests will be considered.

ALAS EDUCATION PARTNERSHIP INTEREST FORM

LEAD CONTACT NAME _____
 TITLE _____
 COMPANY _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE _____ EMAIL _____

INVESTMENT TYPE (PLEASE CHECK ALL THAT APPLY)

EXECUTIVE SPONSORSHIP LEVELS

- Platinum \$80,000 _____
- Gold \$50,000 _____
- Silver \$30,000 _____
- Bronze \$17,500 _____

PREMIER MARKETING OPPORTUNITIES

- State Affiliate Welcome Reception \$12,500 _____
- Fiesta Reception \$12,500 _____
- Lifetime Achievement Award Lunch Sponsor \$15,000 _____
- General Session Lunch Sponsor \$15,000 _____
- Plated Breakfast Sponsor \$10,000 _____
- Continental Breakfast Sponsor \$8,000 _____
- State Affiliates Breakfast Sponsor \$7,500 _____
- Break Sponsor \$5,000 _____
- Focus Groups \$10,000 _____
- Pre-Conference Small Group Marketing Session \$6,000 _____
- Roundtable Marketing Discussion Session \$6,000 _____
- Table Top Session \$3,500 _____
- Business Sponsor \$2,500 _____
- Education Summit Bag Sponsor \$7,000 _____
- Education Summit Name Badge Lanyards Sponsor \$6,000 _____
- Summit Cyber Café Computers \$10,000 _____
- Conference Program Printing \$10,000 _____
- Preliminary Summit Attendee List \$2,500 _____
- 50 word write-up in ALAS Education Summit Program \$1,000 _____
- Quarter-page advertisement in ALAS Education Summit Program \$1,500 _____
- Half-page advertisement in ALAS Education Summit Program \$2,500 _____
- Full-page advertisement in ALAS Education Summit Program \$3,000 _____
- Partner workshop with ALAS Superintendents (2 attendees) \$1,000 _____
- Marketing materials for ALAS Education Summit Registrant Bags \$500 _____

ALAS EDUCATION PARTNERSHIP INTEREST FORM (CONT.)

YEAR-LONG OPPORTUNITIES

- | | |
|---|----------------|
| <input type="checkbox"/> Corporate Membership in ALAS | \$2,500 _____ |
| <input type="checkbox"/> ALAS Blue Ribbon Council | \$10,000 _____ |
| <input type="checkbox"/> Article in ALAS Newsletter | \$1,500 _____ |
| <input type="checkbox"/> Corporate logo on the ALAS website with link to Corporate website (one year – from July 1, 2016 through June 30, 2017) | \$1,000 _____ |
| <input type="checkbox"/> Ad on the ALAS website | \$1,000 _____ |
| <input type="checkbox"/> Email blast to ALAS membership through bi-weekly update | \$500 _____ |
| <input type="checkbox"/> Highlight your corporate event or webinar through ALAS bi-weekly update, newsletter and website posting | \$1,000 _____ |

ADDITIONAL REGISTRATIONS

- Number of Additional Registrations _____ \$500(ea) _____

TOTAL SPONSORSHIP AMOUNT \$ _____

Signature _____ Date _____

METHOD OF PAYMENT (PLEASE CHECK ONE)

- Check Enclosed – Made Payable to ALAS
 Bill Me – Purchase Order Enclosed

Upon acceptance, a formal contract will be provided

Submit this Partnership Interest Form via email to Veronica Rivera at vrivera@alasedu.org. Checks should be made payable to ALAS and mailed to: ALAS, Attn: Veronica Rivera, P.O. Box 65204, Washington, D.C. 20035.